I claim:

1. A wrap-around advertising surface for affixing to a railing, said wrap-around surface comprising:

a skin layer having an outer surface and an inner surface, said outer surface having printed indicia forming a visual image;

a 4-way stretchable material layer with a stretchable outer surface and a stretchable inner surface, said outer surface of said stretchable layer adhered permanently to said inner surface of said skin layer; and

said inner surface of said 4-way stretchable material layer having a layer of releasable adhesive applied thereto.

2. A wrap-around surface as in claim 1 wherein said skin layer has a thickness between about .5 millimeter and about 6.25 millimeters.

3. A wrap-around surface as in claim 1 wherein said skin layer comprises expanded vinyl.

4. A wrap-around surface as in claim 3 wherein said expanded vinyl has a textured surface.

5. A wrap-around surface as in claim 3 wherein said expanded vinyl has a smooth surface.

6. A wrap-around surface as in claim 1 wherein said skin layer is selected from the group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, woven fabric, urethane, rubber and foil.

7. A wrap-around surface as in claim 1 wherein said stretchable layer comprises mylar.

8. A wrap-around surface as in claim 1 wherein said surface has a width substantially equal to the circumference of the railing.

9. A wrap-around surface as in claim 8 wherein said surface has alignment targets disposed along an axis parallel to its length.

10. A wrap-around surface of claim 9 wherein said alignment targets are approximate to lengthwise ends of said grip.

11. A wrap-around surface as in claim 1 wherein said printed indicia is applied to said skin layer by sublimation printing.

12. A wrap-around surface as in claim 1 wherein said printed indicia is applied to said skin layer by heat pressure transfer process.

13. A wrap-around surface as in claim 1 wherein said printed indicia is applied to said skin layer by wet ink printing.

14. A wrap-around surface as in claim 1 wherein said printed indicia is applied to said skin layer by digital graphics.

15. A wrap-around advertising surface for affixing to a railing, said wrap-around surface comprising:

a skin layer having an outer surface and an inner surface, said outer surface having printed indicia forming a visual image;

a backing layer having an outer surface and an inner surface, said outer surface of said backing layer permanently adhered to said inner surface of said skin layer;

a 4-way stretchable material layer with a stretchable outer surface and a stretchable inner surface, said outer surface of said stretchable layer adhered permanently to said inner surface of said backing layer; and

said inner surface of said 4-way stretchable material layer having a layer of releasable adhesive applied thereto.

16. A wrap-around surface as in claim 15 wherein said skin layer has a thickness between about .5 millimeter and about 6.25 millimeters.

17. A wrap-around surface as in claim 15 wherein said skin layer comprises expanded vinyl.

18. A wrap-around surface as in claim 17 wherein said expanded vinyl has a textured surface.

19. A wrap-around surface as in claim 17 wherein said expanded vinyl has a smooth surface.

20. A wrap-around surface as in claim 15 wherein said skin layer is selected from the group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, woven fabric, urethane, rubber and foil.

21. A wrap-around surface as in claim 15 wherein said backing layer material is selected from the group comprising open cell foam, closed cell foam, elastimer rubber material, felt and paper.

22. A wrap-around surface as in claim 15 wherein said surface has a width substantially equal to the circumference of the railing.

23. A wrap-around surface as in claim 22 wherein said surface has alignment targets disposed along an axis parallel to its length.

24. A wrap-around surface of claim 23 wherein said alignment targets are approximate to lengthwise ends of said grip.

25. A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by sublimation printing.

26. A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by heat pressure transfer process.

27. A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by wet ink printing.

28. A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by digital graphics.

29. A wrap-around surface as in claim 15 wherein said stretchable layer comprises mylar.

30. An advertising system for presenting a visual image on a railing, said system comprising:

a railing having a length;

a 4-way stretchable material layer having an outer surface and an inner surface, said inner surface of said 4-way stretchable layer releasably adhered to said railing;

a skin layer having an outer surface and an inner surface, said inner surface of said skin layer permanently attached to said outer surface of said 4-way

stretchable material layer, and said outer surface of said skin layer having printed indicia forming the visual image; and

said skin layer and said 4-way stretchable material layer each having a width substantially similar to the circumference of said railing, such that edges of said skin layer and said 4-way stretchable material layer abut when wrapped around said railing.

31. A system as in claim 30 wherein said skin layer has a thickness between about .5 millimeter and about 6.25 millimeters.

32. A system as in claim 30 wherein said skin layer comprises expanded vinyl.

33. A system as in claim 32 wherein said expanded vinyl has a textured surface.

34. A system as in claim 32 wherein said expanded vinyl has a smooth surface.

35. A system as in claim 30 wherein said skin layer is selected from the group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, woven fabric, urethane, rubber and foil.

36. A system as in claim 30 wherein said 4-way stretchable material layer comprises mylar.

37. A system as in claim 30 wherein said surface has alignment targets disposed along an axis parallel to its length.

38. A system of claim 37 wherein said alignment targets are approximate to lengthwise ends of said grip.

39. A system as in claim 30 wherein said printed indicia is applied to said skin layer by sublimation printing.

40. A system as in claim 30 wherein said printed indicia is applied to said skin layer by heat pressure transfer process.

41. A system as in claim 30 wherein said printed indicia is applied to said skin layer by wet ink printing.

42. A system as in claim 30 wherein said printed indicia is applied to said skin layer by digital graphics.

43. An advertising system for presenting a visual image on a railing, said system comprising:

a railing having a length;

a 4-way stretchable material layer having an outer surface and an inner surface, said inner surface of said 4-way stretchable layer releasably adhered to said railing;

a backing layer having an outer surface and an inner surface, said inner surface of said backing layer permanently attached to said outer surface of said stretchable layer;

a skin layer having an outer surface and an inner surface, said inner surface of said skin layer permanently attached to said outer surface of said backing layer, and said skin layer having printed indicia on said outer surface of said skin layer forming the visual image; and

said skin layer, said backing layer and said 4-way stretchable material layer each having a width substantially similar to the circumference of said railing, such that edges of said skin layer, said backing layer and said 4-way stretchable material layer abut when wrapped around said railing.

44. A system as in claim 43 wherein said skin layer has a thickness between about .5 millimeter and about 6.25 millimeters.

45. A system as in claim 43 wherein said skin layer comprises expanded vinyl.

46. A system as in claim 45 wherein said expanded vinyl has a textured surface.

47. A system as in claim 45 wherein said expanded vinyl has a smooth surface.

48. A system as in claim 43 wherein said skin layer is selected from the group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, woven fabric, urethane, rubber and foil.

49. A system as in claim 43 wherein said backing layer material is selected from the group comprising open cell foam, closed cell foam, elastimer rubber material, felt and paper.

50. A system as in claim 43 wherein said surface has alignment targets disposed along an axis parallel to its length.

51. A system of claim 50 wherein said alignment targets are approximate to lengthwise ends of said grip.

52. A system as in claim 43 wherein said printed indicia is applied to said skin layer by sublimation printing.

53. A system as in claim 43 wherein said printed indicia is applied to said skin layer by heat pressure transfer process.

54. A system as in claim 43 wherein said printed indicia is applied to said skin layer by wet ink printing.

55. A system as in claim 43 wherein said printed indicia is applied to said skin layer by digital graphics.

56. A system as in claim 43 wherein said 4-way stretchable layer comprises mylar.

57. A method of advertising using the wrap-around surface of claim 10 comprising:

providing a railing having a lengthwise section and a circumference and having alignment targets along its length;

wrapping a grip of claim 6 such that said lengthwise edge of grip 6 is parallel to said length of said railing;

aligning said alignment targets of said railing up with said alignment targets of said grip; and

folding said grip, said grip having a width substantially similar to the circumference of said railing, such that edges of said grip abut when wrapped around said railing.

58. A method of advertising using the wrap-around surface of claim 24 comprising:

providing a railing having a lengthwise section and a circumference and having alignment targets along its length;

wrapping a grip of claim 6 such that said lengthwise edge of grip 6 is parallel to said length of said railing;

aligning said alignment targets of said railing up with said alignment targets of said grip; and

folding said grip, said grip having a width substantially similar to the circumference of said railing, such that edges of said grip abut when wrapped around said railing.